



Gene Hoffman ('96) and wife

Lettermen family photos were provided by former players and managers. We were not able to include every photo we received but hope to do so in the future.

LETTERWINNERS SINCE 1962

An Academic Summary of the Letterwinners since 1962

Total number of letterwinners since 1962	254
Letterwinners who have graduated as of November 1, 1999	245
Number who have done graduate work	97

An Athletic Summary of the Letterwinners

Letterwinners who have played basketball in the NBA or ABA	57
Letterwinners who have played basketball overseas, in the CBA or GBA	58

Present Occupations of the 254 Letterwinners

Businessmen	112
Coaches and Teachers	42
Professional Athletics	42
Players (NBA)	17
Player (CBA)	2
Players (Overseas)	11
Player (NFL)	1
Coaches (NBA)	5
Administrators/Personnel (NBA)	5
Administrators (NFL)	1
Attorneys	14
Physicians	11
Students currently in graduate or professional school	4
Dentists	3
Officers in the Armed Forces	1
Recreation Departments	2
Pastors	1
Numismatists	1
Pharmacists	1
Actors	1
Government	3
TV Analysts	3
Retired	13
Deceased	4

The 254 letterwinners currently reside in 29 states, the District of Columbia and 10 foreign countries.

2000-2001 NORTH CAROLINA BASKET-

THE TAR HEEL SPORTS NETWORK

Learfield Communications is in its first full year as the official media rights holder for the University of North Carolina athletic teams, primarily basketball and football.

Based in Jefferson City, Missouri, Learfield purchased Tar Heel Sports Marketing in October 1999, adding the UNC property to 12 other schools under the Learfield umbrella. Among those for which Learfield also owns the rights are Alabama, Syracuse, Oklahoma, Indiana and Purdue.

"Our goal is to continue and add to the tremendous tradition and fan following at Carolina," says Gary Sobba, the General Manager for Tar Heel Sports Marketing. Sobba moved to Chapel Hill from Dallas, where he worked in the Learfield national sales office.

"I have worked on various college campuses for the last 15 years," adds Sobba, "and if there is a better athletic program in the country than this one, I don't know where it is."

Formerly owned by Chapel Hill-based VilCom, Tar Heel Sports Marketing is in its eighth year as UNC's multimedia rights holder. All Carolina fans have heard of the Tar Heel Sports Network, which broadcasts the play-by-play of football and basketball games, but that is only one facet of the operation.

Tar Heel Sports Marketing is a full-service agency overseeing production and sales of all the University of North Carolina's football and basketball entities including television and print products.

THSM brings you a variety of ways to follow the Heels during the athletic season. Simply, listen to your radio on Thursday nights for the head coaches on their radio call-in shows or watch game highlights Sundays on "Inside Carolina Basketball." When you are at the Smith Center, pick-up the official game program.

The Tar Heel Sports Network continues to bring the great tradition of Carolina sports into your home.

Head Coach Matt Doherty will give fans a new opportunity to phone in and talk about the Tar Heels every Thursday evening during the basketball season on the "Matt Doherty Live" call-in show from Michael Jordan's 23 restaurant in Chapel Hill.

Coach Doherty can also be heard on "Inside Carolina Basketball," a daily five-minute program featuring conversations with the Tar Heels' Head Coach. Both of these shows are heard on stations throughout North Carolina and beyond.

"Inside Carolina Basketball with Matt Doherty" is a half-hour television program seen each week on a network of stations in North Carolina and on cable networks through-



The Tar Heel Sports Network on-air team (left to right): Dave DeWitt (analyst), Mick Mixon (analyst/producer), Woody Durham (play-by-play) and Stephen Gates (scoreboard anchor).

out much of the United States. The show features highlights of the previous games, interviews with current and former Tar Heel players and a preview of upcoming action.

Woody Durham is in his 30th year as the "Voice of the Tar Heels." A native of Mebane, N.C., Durham grew up in Albemarle, N.C., and began his broadcasting career with WZKY Radio at age 16. He graduated from UNC in 1963 with a degree in Radio, Television and Motion Pictures.

In 1981, Durham was named vice president and executive sports director at Tar Heel Sports Marketing. Since taking over play-by-play duties in 1971, he has become a permanent fixture behind the microphone during Tar Heel football and basketball games. Durham has been named North Carolina Sportscaster of the Year 10 times.

Woody and his wife of 37 years, Jean, are parents of two sons, Wes and Taylor. Wes, 34, is in his sixth year of play-by-play duties for Georgia Tech. Taylor, 27, is a network recruitment manager with International Sports Properties of Winston-Salem.

Mick Mixon is in his 12th year as color analyst. Last year, Mixon was named North Carolina Sportscaster of the Year. A Chapel Hill native, Mixon graduated from UNC in 1980 with a degree in broadcast journalism.

Mixon joined the network in 1989 from Columbia, S.C., where he was sports director at WIS Radio. He also has served as play-by-

play voice of the Maine Guides of the Class AAA International League and as sports director of WCGC Radio in Belmont, N.C.

He married Kristin Lyn Tucker (AB Journalism 1990) in 1999.

TAR HEEL SPORTS MARKETING STAFF

Gary Sobba, General Manager

Woody Durham, Executive Sports Director,
Voice of the Tar Heels

Mick Mixon, Producer and Color Analyst

Art Chansky, Associate General Manager

Kyle Caddell, Associate General Manager

George McCall, Account Executive

Chris Gerhard, Account Executive

Jeff Huffman, Account Executive

Emily Stevens, Account Executive

Matt Yablunsky, Account Executive

Bob Ellis, Video Services

John Rose, Production Services

Stephen Gates, Broadcaster and Editor

Missy Dike, Operations Manager

2000-2001 NORTH CAROLINA BASKET-

THE TAR HEEL SPORTS NETWORK STATION

GAME BROADCASTS

Atlanta		
WCNG-FM	BLAIRSVILLE, Ga.	101.1
WCNG-FM	MURPHY	102.7

Charlotte		
WSPC-AM	ALBEMARLE	1010
WBT-AM	CHARLOTTE	1110
WBT-FM	CHARLOTTE	99.3
WCSL-AM	CHERRYVILLE	1590
WGNC-AM	GASTONIA	1450
WJRI-AM	LENOIR	1340
WLON-AM	LINCOLNTON	1050
WMNC-FM	MORGANTON	1430
WSTP-AM	SALISBURY	1490
WOHS-AM	SHELBY	730
WSIC-AM	STATESVILLE	1400
WACB-AM	TAYLORSVILLE	860
WTLK-AM	TAYLORSVILLE	1570

Chattanooga		
WECR-FM	BOONE	102.3

Greensboro/High Point/Winston Salem		
WKXR-AM	ASHEBORO	1260
WPCM-AM	BURLINGTON	920
WWGL-FM	GREENSBORO/HIGH POINT/	
	WINSTON-SALEM	94.1
WLXN-AM	LEXINGTON	1440
WSJS-AM	WINSTON-SALEM	600

Greenville/New Bern/Washington		
WANG-AM	HAVELOCK	1330
WJNC-AM	JACKSONVILLE	1240
WANG-FM	MOREHEAD CITY	105.1
WANJ-FM	NEW BERN	101.1
WPNC-FM	PLYMOUTH	95.9
WZXS-FM	TOPSAIL BEACH	103.9

Greenville/Spartanburg/Asheville/Anderson		
WISE-AM	ASHEVILLE	1310
WSQL-AM	BREVARD	1240
WIZS-AM	HENDERSON	1450
WHKP-AM	HENDERSONVILLE	1450
WLNK-AM	KINSTON	1230
WCAB-AM	RUTHERFORDTON	590

Norfolk/Portsmouth/Newport News		
WHKT-AM	CHESAPEAKE, Va.	1650
WGAI-AM	ELIZABETH CITY	560
WNHW-FM	NAGS HEAD	92.5
WMVA-AM	MARTINSVILLE, Va.	1450

Raleigh/Durham		
WCHL-AM	CHAPEL HILL	1360
WFLB-FM	FAYETTEVILLE	96.5
WGBR-AM	GOLDSBORO	1150
WHLQ-FM	LOUISBURG	102.5
WYRN-AM	LOUISBURG	4780
WTRG-FM	RALEIGH	100.7
WLGQ-FM	ROANOKE RAPIDS	97.9
WRXO-AM	ROXBORO(D)	1430
WFJA-FM	SANFORD	105.5
WMPM-AM	SMITHFIELD(D)	1270

Wilmington		
WGQR-FM	ELIZABETHTOWN	105.7
WTXY-AM	WHITEVILLE(D)	1540
WRQR-FM	WILMINGTON	104.5

(D) Daytime only. Affiliates may be added or deleted.

INSIDE CAROLINA BASKETBALL WITH MATT DOHERTY

Charlotte		
WSPC-AM	ALBEMARLE	1010
WCSL-AM	CHERRYVILLE	1590
WGNC-AM	GASTONIA	1450
WLON-AM	LINCOLNTON	1050
WMNC-FM	MORGANTON	1430
WSTP-AM	SALISBURY	1490
WOHS-AM	SHELBY	730
WSIC-AM	STATESVILLE	1400
WACB-AM	TAYLORSVILLE	860
WTLK-AM	TAYLORSVILLE	1570
WKSJ-AM	WEST JEFFERSON	580

Chattanooga		
WECR-FM	BOONE	102.3

Greensboro/High Point/Winston Salem		
WKXR-AM	ASHEBORO	1260
WPCM-AM	BURLINGTON	920
WSML-AM	GRAHAM	1200
WLXN-AM	LEXINGTON	1440
WDSL-AM	MOCKSVILLE	1520
WSJS-AM	WINSTON-SALEM	600

Greenville/New Bern/Washington		
WJNC-AM	JACKSONVILLE	1240
WANG-FM	MOREHEAD CITY*	105.1
WANJ-FM	NEW BERN*	101.1

Greenville/Spartanburg/Asheville/Anderson		
WISE-AM	ASHEVILLE	1310
WSQL-AM	BREVARD	1240
WIZS-AM	HENDERSON	1450
WHKP-AM	HENDERSONVILLE	1450
WLNK-AM	KINSTON	1230
WCAB-AM	RUTHERFORDTON	590

Norfolk/Portsmouth/Newport News		
WHKT-AM	CHESAPEAKE	1650
WGAI-AM	ELIZABETH CITY	560
WMVA-AM	MARTINSVILLE, Va.	1450

Raleigh/Durham		
WCHL-AM	CHAPEL HILL	1360
WAZZ-AM	FAYETTEVILLE	1490
WTRG-FM	RALEIGH*	100.7
WLGQ-FM	ROANOKE RAPIDS	97.9
WKRX-FM	ROXBORO	96.7
WNCA-AM	SILER CITY	1570

Wilmington		
WBLA-AM	ELIZABETHTOWN	1440
WTXY-AM	WHITEVILLE	1540
WPNC-FM	PLYMOUTH	95.9

*May air during non-drive time slot.

MATT DOHERTY LIVE!

Charlotte		
WSPC-AM	ALBEMARLE	1010
WBT-AM	CHARLOTTE	1110
WBT-FM	CHARLOTTE	99.3
WCSL-AM	CHERRYVILLE	1590
WGNC-AM	GASTONIA	1450
WJRI-AM	LENOIR	1340
WLON-AM	LINCOLNTON	1050
WMNC-FM	MORGANTON	1430
WSTP-AM	SALISBURY	1490
WOHS-AM	SHELBY	730

WSIC-AM	STATESVILLE	1400
WACB-AM	TAYLORSVILLE	860
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Greensboro/High Point/Winston Salem		
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WHKP-AM	HENDERSONVILLE	1450
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WMVA-AM	MARTINSVILLE, Va.	1450

Raleigh/Durham		
WCHL-AM	CHAPEL HILL	1360
WAZZ-AM	FAYETTEVILLE	1490
WGBR-AM	GOLDSBORO	1150
WTRG-FM	RALEIGH	100.7
WLGQ-FM	ROANOKE RAPIDS	97.9
WKRX-FM	ROXBORO	96.7

Wilmington		
WGQR-FM	ELIZABETHTOWN	105.7
WTXY-AM	WHITEVILLE	1540
WMFD-AM	WILMINGTON	630

THE MATT DOHERTY CAROLINA BASKETBALL SHOW		
STATION	COVERAGE	
WITN	Greenville/New Bern/Washington 10 a.m. Sun.	
WXLV	Greensboro/High Point/Winston-Salem 12:30 p.m. Sun.	
WLOS	Asheville/Greenville/Spartanburg 10:30 a.m. Sun.	
WECT	Wilmington 12 noon Sun.	
WTVD	Raleigh/Durham/Fayetteville 1:00 p.m. Sun.	
WAXN	Charlotte 11 a.m. Sun.	
WMNC	Morganton 6 p.m. Thurs.	
WRNC	Roxboro 6:30 p.m. Thurs.	
WNVN	Roanoke Rapids 9:30 a.m. Sun./7:30 p.m. Mon.	
CABLE NETWORK		AIRTIME
CollegeSports SE		6:30 p.m. Wed.
Home Team Sports		3 p.m. Wed.
Fox Sports South		2 p.m. Mon.